

PUBLIC COMPANY EXECUTIVE ROUNDTABLE

Standards of “Fair Value”

The Financial Accounting Standards Board (FASB) is on record, and committed to, the concept of “Fair Value.” Under that approach balance sheet items have to be shown at their current Fair Value (FV), and changes in FV will immediately flow through to the Profit and Loss statement.

The implications of FV will be far-reaching for corporate financial officers and their auditors, not to mention audit committees or shareholders and creditors. The switch to Fair Value financial reporting represents a real tsunami relative to what we are all familiar with today.

Understanding just what “Fair Value” is, and is not, is critical. Knowing how professional valuation consultants actually determine FV will allow far better adjustment to the coming changes. The discussion will focus on the recently issued SFAS 157 on Fair Value, as well as proposed changes to accounting for mergers and acquisitions – SFAS 141R.

Please join us as **Alfred M. King, CMA**, Vice Chairman of Marshall & Stevens, Inc., speaks to the major provisions of SFAS 157 and 141R and how this might impact your company.

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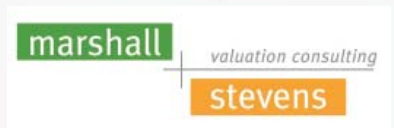
Tuesday, October 2, 2007

7:30-9:00 am

The Regency Club, 10900 Wilshire Blvd., Los Angeles, CA 90024

Breakfast will be served at 7:30 am

Complimentary parking



Register: marketingla@slgg.com by Thursday, September 27, 2007

Please direct any questions to Madeleine Drake with SLGG at 310.477.3924

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Our Distinguished Speaker

Alfred M. King, CMA is Vice Chairman and Senior Technical Director for the National Financial Valuation and Consulting Practice of Marshall & Stevens, Incorporated. Prior to joining Marshall & Stevens, Mr. King has served as chairman, CFO and valuation analyst for two other national valuation firms as well as accounting staff for large national corporations and as managing director with the Institute of Management Accountants (formerly known as the National Association of Accountants). Still active in the Institute of Management Accountants, Mr. King is also a member of the Financial Executives International ("FEI"). He is listed in the current edition of Who's Who in America and Who's Who in Finance and Industry.

Recently, Mr. King has served on Fair Value committees for the SEC and the AICPA. His committee's work has included the reviewing of SFAS 141 and 141R, 142 and 157. He continues to serve as a consultant to these entities.

Mr. King's areas of expertise include valuation of intangible/intellectual assets, business valuations, solvency and reasonable equivalent value issues, valuation issues relating to domestic and international taxes and financial reporting, complex allocation-of-purchase-cost assignments and litigation support. He has been admitted as an expert witness in cases involving damages and business enterprise values. Engagements have been defended before the Internal Revenue Service and before various Federal and State Courts, as well as arbitration panels under Federal Guidelines. In his career to date he has personally valued over \$100 Billion of assets.

Mr. King graduated magna cum laude in economics from Harvard College in 1954. In 1959, he received an MBA in finance from Harvard Business School.

A prolific author and speaker, Mr. King has written numerous articles and nine books on financial topics including accounting and valuation. His last release, "Fair Value for Financial Reporting, Meeting the New FASB Requirements" John Wiley & Sons 2006, will be available at the presentation for all who attend. His next book, "Executive's Guide to Fair Value: Profiting from the New Valuation Rules" will be released in 2008.

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